

GIS Show Preview 2008



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Mona Will Miss the Way GCSAA's Members 'Pumped' Him Up



Steve Mona

By Larry Aylward, Editor in Chief

The upcoming Golf Industry Show in Orlando will be Steve Mona's last as the CEO of the Golf Course Superintendents Association of America.

Mona, who turned 50 recently, joined the GCSAA as CEO when he was 36. He celebrated his 14th anniversary with the association in November.

Mona wasn't looking to leave the GCSAA, but he was approached with an offer — to become the CEO of the World Golf Foundation — that he says he couldn't refuse. That said, Mona feels it's a good time for him to move and for the association to inject

some new blood into its leadership.

"Now that I've had time to reflect on it, this is probably about the right time for me to move on," Mona says. "I think it's time for someone else to come in who has new ideas and a little bit different approach toward things."

Mona says he feels good about what he accomplished, but wishes he could have done more.

"I don't feel like everything that could have been done got done, but that's the nature of a job like this," Mona says.

One of the things Mona says he will miss most about his job are the GCSAA's members.

"They are fantastic," he says.

Mona, who describes himself as "wired the way most of our members are wired," felt bonded to the members and is grateful for the mutual appreciation they shared.

"When I go to various places and interface with our members, so many of them say, 'We're so glad you're with us.' You don't get that in very many jobs, particularly in a position like this one. Usually when the CEO comes around, people are waiting to pounce on him to tell him what's [wrong]."

"But in this case the members go out of their way to pump you up."

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Q: Why do superintendents need your product?

A: The multi-purpose Super 500 makes it possible for one person to do the job of three people.


Q: What makes your product unique?

A: The Super 500 is able to verticut/flail mow while collecting all of the debris in one pass. Other functions include core pulverizing and sweeping/vacuuming. The Super 500 also has a high dump feature.

Q: What are superintendents saying about your product?

A: One superintendent said, "I couldn't live without it." Another said, "The Super 500 is the best thing I've ever seen."

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Gray Leaf Spot isn't pretty. It strikes quickly, affecting young ryegrass seedlings first with gray-to-brown lesions, often contorting tender blades into fishhook shapes. With prolonged hot, humid weather, large, mature turf areas can be lost to this dreaded disease.

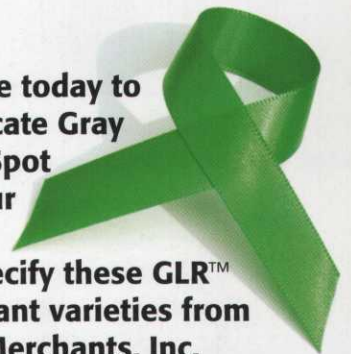
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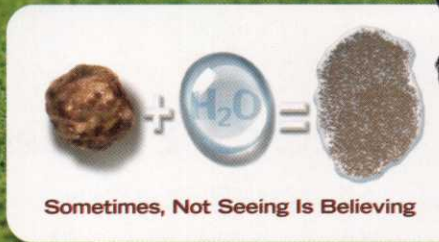
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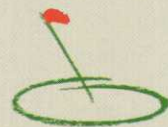
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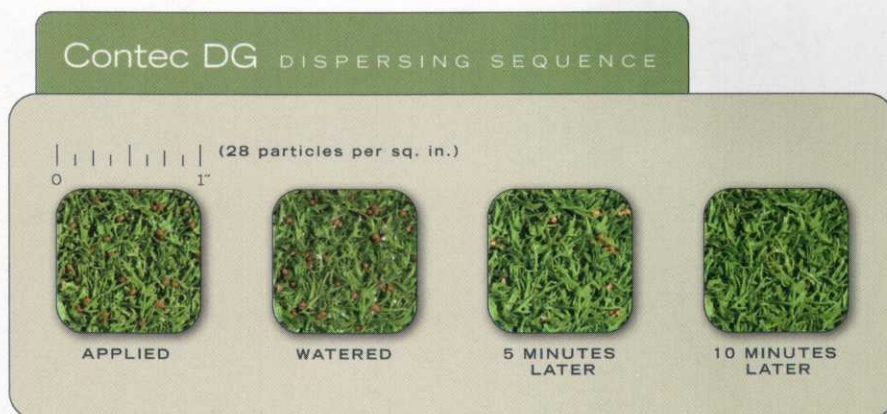
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Q: Why do superintendents need ContecDG®?

A: Most importantly, it makes their greens, tees and fairways look phenomenal. Plus it reduces player downtime.

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